



Approximately 1,500 agents participated. Information on upcoming events and prices as well as showing of a slide presentation depicting Finland was introduced on all seminars.

### Travel Mart

A Finland Travel Mart was held in October 1977. Eight Finnish travel industry members participated in the following cities: New York, Chicago and Los Angeles. A slide presentation on new travel topics as well as information on 1978 tours in Finland, was presented.

#### 1) Item 11, section 15 (b)

Agents Familiarization trips to Finland in 1977. The Finland National Tourist Office was invited by Finnair to participate as guides and escorts on the following promotional tours to Finland; August 17, 1977, August 24 and September 07.

#### 2) Item 15 (a) Harvard, Peskin and Edrick

The above firm acted as our advertising agency in 1977. The agency provided consumer and trade advertisement in consumer and trade press, as well as, produced commercial for radio spots. The agency also designed an exhibition booth for the use in travel and trade shows. All of the above was for the benefit of furthering tourism to Finland and purely travel related.